

E-commerce in EU enterprises

# Nearly 1 in 5 enterprises sold online in 2014

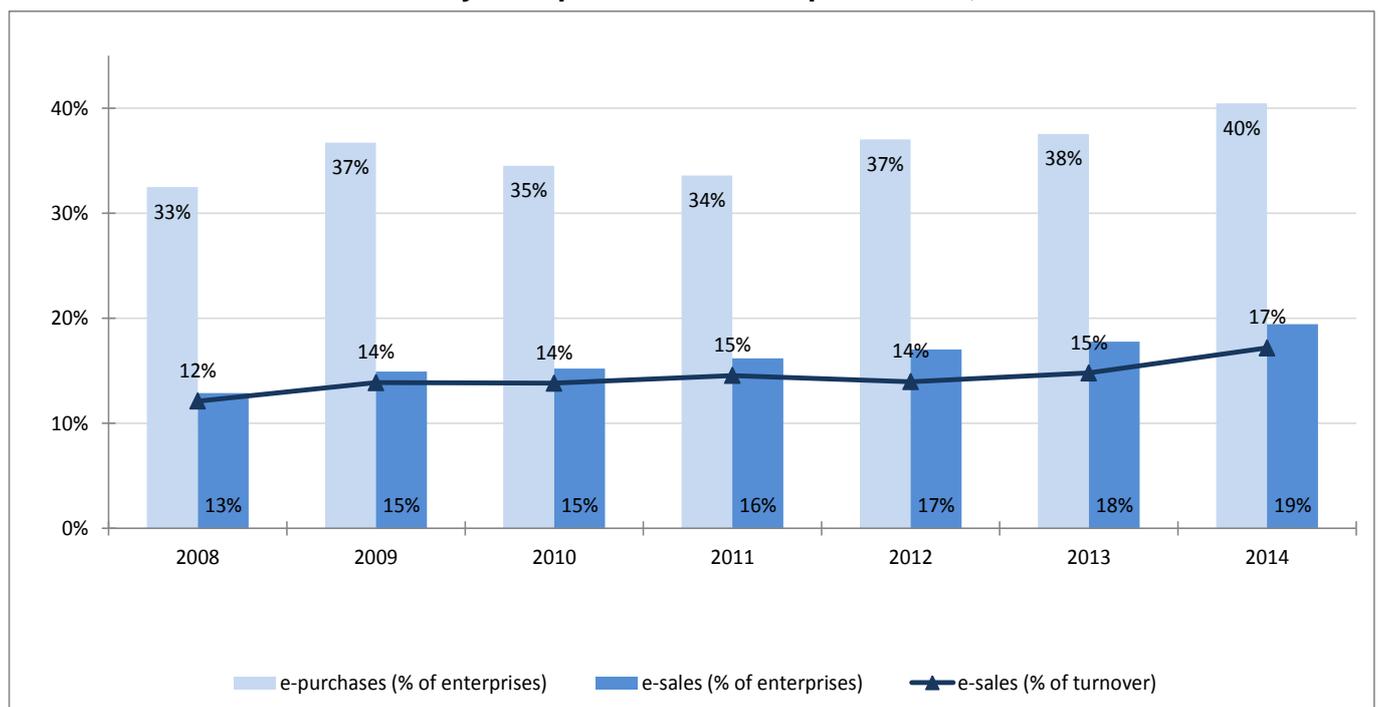
## Fewer than 1 in 10 enterprises sold online to another EU Member State

In 2014, enterprises located in the **European Union** (EU) made 17% of their total turnover from electronic sales to other businesses or consumers, compared with 12% in 2008. As in previous years, **EU** enterprises engaged more in e-purchases than in e-sales in 2014, with 40% having purchased online, while 19% made electronic sales during the same period.

E-commerce can offer businesses the opportunity to improve the efficiency of their production processes as well as the means for expanding beyond national borders and reaching customers (businesses or consumers) regardless of their geographical location. The European Commission aims at creating a Digital Single Market where e-commerce among Member States is as smooth as the sales of a traditional brick and mortar outlet within any country. In 2014, while 18% of **EU** enterprises sold electronically on their domestic market, e-sales abroad (so called "cross-border e-commerce") were more limited: 8% sold online to customers in another EU Member State, and 5% to customers in non-EU countries.

These data come from a [report](#) issued by **Eurostat, the statistical office of the European Union**, and form part of the results of a survey conducted at the beginning of 2015 on ICT (Information and Communication Technologies) usage and e-commerce in enterprises.

**E-commerce by enterprises in the European Union, 2008-2014**



## Highest share of turnover from e-sales in Ireland and the Czech Republic

Among the EU Member States in 2014, electronic purchases were made by more than half of enterprises in **Austria** (68%), the **Czech Republic** (56%), **Germany** (54%), **Finland** and the **United Kingdom** (both 51%), while for e-sales, the share was lower in every Member State. It however concerned at least a quarter of enterprises in **Ireland** (32%), **Sweden** (28%), **Denmark** and **Germany** (both 27%), **Belgium** (26%), the **Czech Republic** and the **Netherlands** (both 25%).

Regarding turnover generated from e-sales, **Ireland** was, among those for which data are available, the Member State registering the highest share (37% of total turnover of enterprises), ahead of the **Czech Republic** (30%), **Slovakia**, **Finland** and the **United Kingdom** (all 21%). At the opposite end of the scale, a limited share of turnover originated from e-sales in enterprises located in **Greece** (1%), **Bulgaria** (5%), **Cyprus** (6%) and **Romania** (8%), most of these Member States also having the lowest shares for both e-purchases and e-sales: **Greece** 11% and 7%, **Bulgaria** 13% and 9%, and **Romania** 14% and 8%.

### Enterprises engaged in e-commerce, 2014

	Share of enterprises purchasing electronically (%)	Share of enterprises selling electronically (%)	Share of turnover from e-sales (%)
<b>EU</b>	<b>40</b>	<b>19</b>	<b>17</b>
<b>Belgium</b>	43	26	:
<b>Bulgaria</b>	13	9	5
<b>Czech Republic</b>	56	25	30
<b>Denmark</b>	:	27	20
<b>Germany</b>	54	27	17
<b>Estonia</b>	23	15	13
<b>Ireland</b>	47	32	37
<b>Greece</b>	11	7	1
<b>Spain</b>	26	18	14
<b>France</b>	43	21	17
<b>Croatia</b>	22	20	14
<b>Italy</b>	38	10	9
<b>Cyprus</b>	22	11	6
<b>Latvia</b>	35	10	:
<b>Lithuania</b>	27	19	10
<b>Luxembourg</b>	32	10	:
<b>Hungary</b>	31	14	20
<b>Malta</b>	26	19	:
<b>Netherlands</b>	47	25	13
<b>Austria</b>	68	18	16
<b>Poland</b>	21	12	13
<b>Portugal</b>	23	20	:
<b>Romania</b>	14	8	8
<b>Slovenia</b>	28	22	16
<b>Slovakia</b>	22	15	21
<b>Finland</b>	51	19	21
<b>Sweden</b>	44	28	19
<b>United Kingdom</b>	51	23	21
<b>Norway</b>	56	29	20
<b>Turkey</b>	:	12	:

: data not available

The source datasets can be found [here](#) for e-purchases, [here](#) for e-sales and [here](#) for turnover, where dimension "Time" refers to the survey year.

## Ireland on top for cross-border e-commerce

In all EU Member States, the proportion of enterprises selling online on the domestic market, to other businesses or consumers, was higher than that of those selling online abroad, and the proportion of cross-border e-sales within the EU was higher than that of e-sales to non-EU countries. On average, 18% of EU enterprises made e-sales within their own country, while 8% sold to another EU Member State and 5% to customers outside the EU.

Cross-border e-commerce within the EU accounted for more than 10% of enterprises in seven Member States: **Ireland** (where 17% of enterprises made electronic sales to another EU Member State in 2014), **Belgium** (14%), the **Czech Republic** (13%), **Malta** (12%), the **Netherlands**, **Austria** and **Slovenia** (all 11%). The proportion of enterprises selling online to third countries was below 10% in every EU Member State, except **Ireland** (12%).

**Electronic sales by geographic area, 2014**  
(share of enterprises - %)

	E-sales on domestic market	E-sales abroad	
		E-sales to another EU Member State	E-sales to a non-EU country
<b>EU</b>	<b>18</b>	<b>8</b>	<b>5</b>
<b>Belgium</b>	23	14	5
<b>Bulgaria</b>	8	3	2
<b>Czech Republic</b>	24	13	4
<b>Denmark</b>	25	10	6
<b>Germany</b>	21	10	5
<b>Estonia</b>	14	6	3
<b>Ireland</b>	30	17	12
<b>Greece</b>	7	3	2
<b>Spain</b>	18	6	3
<b>France</b>	21	8	5
<b>Croatia</b>	17	9	7
<b>Italy</b>	10	5	4
<b>Cyprus</b>	10	9	7
<b>Latvia</b>	10	4	2
<b>Lithuania</b>	18	10	7
<b>Luxembourg</b>	8	7	2
<b>Hungary</b>	13	5	2
<b>Malta</b>	15	12	9
<b>Netherlands</b>	24	11	4
<b>Austria</b>	17	11	6
<b>Poland</b>	12	4	2
<b>Portugal</b>	19	8	5
<b>Romania</b>	6	2	1
<b>Slovenia</b>	20	11	4
<b>Slovakia</b>	14	7	3
<b>Finland</b>	19	6	3
<b>Sweden</b>	27	10	6
<b>United Kingdom</b>	23	9	7
<b>Norway</b>	25	5	3
<b>Turkey</b>	12	4	3

The same enterprise may report sales in several or all categories.

The source dataset can be found [here](#), where dimension "Time" refers to the survey year.

## Development and support of web solutions mainly outsourced

In order to conduct e-commerce, enterprises need ICT specialists to develop and maintain web solutions. Nearly two-thirds of EU enterprises reported having developed web solutions (64%) and supported web solutions (67%) in 2014. Most enterprises used external resources: almost half (49%) outsourced the development of web solutions, while 15% used their own staff. A similar pattern can be observed for staff supporting web solutions, where 49% of enterprises outsourced and 18% performed this function with their own employees.

**Finland** (86% of enterprises) and **Denmark** (82%) recorded the highest proportions of enterprises for both development and support of web solutions in 2014. In all EU Member States, there were more enterprises outsourcing the respective functions than enterprises performing them in-house.

### Development and support of web solutions (share of enterprises - %)

	Development of web solutions			Support of web solutions		
	Total	of which mainly by		Total	of which mainly by	
		own employees	external suppliers		own employees	external suppliers
<b>EU*</b>	<b>64</b>	<b>15</b>	<b>49</b>	<b>67</b>	<b>18</b>	<b>49</b>
<b>Belgium</b>	74	16	59	74	18	56
<b>Bulgaria</b>	45	9	36	47	12	35
<b>Czech Republic</b>	77	13	65	77	16	61
<b>Denmark</b>	82	21	61	82	25	57
<b>Germany</b>	67	15	52	80	25	55
<b>Estonia</b>	64	20	45	64	20	43
<b>Ireland</b>	71	16	55	72	16	56
<b>Greece</b>	49	12	37	51	14	37
<b>Spain</b>	64	15	49	62	15	47
<b>France</b>	57	12	44	55	14	41
<b>Croatia</b>	70	18	53	69	20	49
<b>Italy</b>	65	11	54	64	12	52
<b>Cyprus</b>	73	16	57	73	20	53
<b>Latvia</b>	51	16	35	51	17	34
<b>Lithuania</b>	55	16	39	77	27	51
<b>Luxembourg</b>	69	22	47	68	25	43
<b>Hungary</b>	54	15	39	52	15	37
<b>Malta</b>	74	13	60	76	17	59
<b>Netherlands</b>	73	17	57	73	20	53
<b>Austria</b>	75	16	60	81	21	60
<b>Poland</b>	62	12	50	64	15	50
<b>Portugal</b>	:	:	:	:	:	:
<b>Romania</b>	36	9	27	40	10	31
<b>Slovenia</b>	:	:	:	:	:	:
<b>Slovakia</b>	65	12	53	70	16	54
<b>Finland</b>	86	25	61	86	25	60
<b>Sweden</b>	72	20	52	80	27	54
<b>United Kingdom</b>	72	23	49	72	22	50
<b>Norway</b>	72	21	51	71	24	47

Shares might not add up due to rounding.

\* EU data excluding Slovenia

: data not available

## Methods and definitions

The **survey** covered enterprises with at least 10 persons employed in manufacturing, electricity, gas and steam, water supply, construction, wholesale and retail trades, repair of motor vehicles and motorcycles, transportation and storage, accommodation and food service activities, information and communication, real estate, professional, scientific and technical activities, administrative and support activities, repair of computers and communication equipment.

**E-commerce** is the sale or purchase of goods or services through electronic transactions conducted via the internet or other computer-mediated (online communication) networks. The term covers the ordering of goods and services over computer networks (excluding orders in the form of manually typed e-mails), but the payment and the ultimate delivery of the goods or service may be conducted either on- or offline. Unless explicitly specified, e-sales include sales to other enterprises, government services as well as to consumers.

**Development and support of web solutions** are two relevant ICT operations that among others include websites and e-commerce business solutions.

## For more information

Eurostat [website section](#) on information society statistics.

Eurostat [database](#) on information society statistics.

Eurostat Statistics Explained article on [e-commerce statistics](#).

Eurostat Statistics Explained article on [ICT specialists](#).

European Commission priority on [Digital Single Market](#).

Issued by: **Eurostat Press Office**

**Vincent BOURGEAIS**  
**Baiba GRANDOVSKA**  
Tel: +352-4301-33 444  
[eurostat-pressoffice@ec.europa.eu](mailto:eurostat-pressoffice@ec.europa.eu)

 [ec.europa.eu/eurostat](http://ec.europa.eu/eurostat)

 [@EU\\_Eurostat](https://twitter.com/EU_Eurostat)

Production of data:

**Konstantinos GIANNAKOURIS**  
Tel: +352-4301-34 877  
[konstantinos.giannakouris@ec.europa.eu](mailto:konstantinos.giannakouris@ec.europa.eu)

**Maria SMIHILY**  
Tel: +352-4301-34 666  
[maria.smihily@ec.europa.eu](mailto:maria.smihily@ec.europa.eu)

 **Media requests:** Eurostat media support / Tel: +352-4301-33 408 / [eurostat-mediasupport@ec.europa.eu](mailto:eurostat-mediasupport@ec.europa.eu)